

## A. Introduction

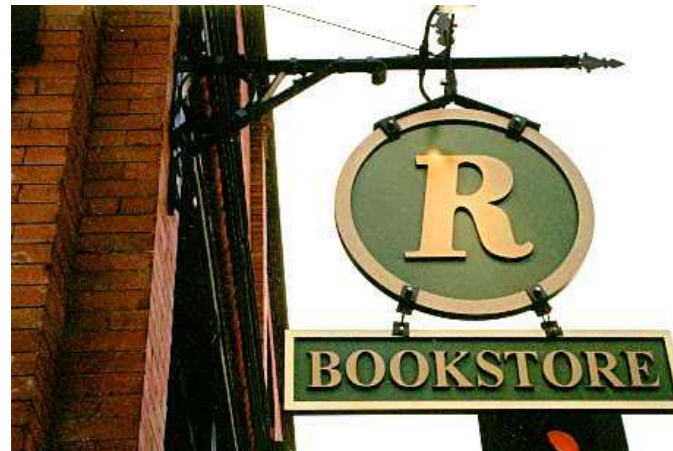
Considerations such as size, location, lettering style, color and illumination are very important in designing an attractive, functional sign. The guidelines that follow address these issues, and others, and are intended to help business owners put up quality signs that add to and support the image and vitality of Goodyear.

The guidelines of this Chapter are intended to:

- ❖ Encourage creative and well-designed signs that contribute positively to Goodyear's visual environment, expression of local character, and development of a distinctive image.
- ❖ Signs should be compatible and integrated with the building's architectural design and with other signs on the property.
- ❖ Recognize that some businesses are small, non-franchise establishments, that depend on their signs' clear communication to bring customers in by allowing the use of more sign types that are well designed.



*Encourage creative signs*



*Encourage well-designed projecting sign.*

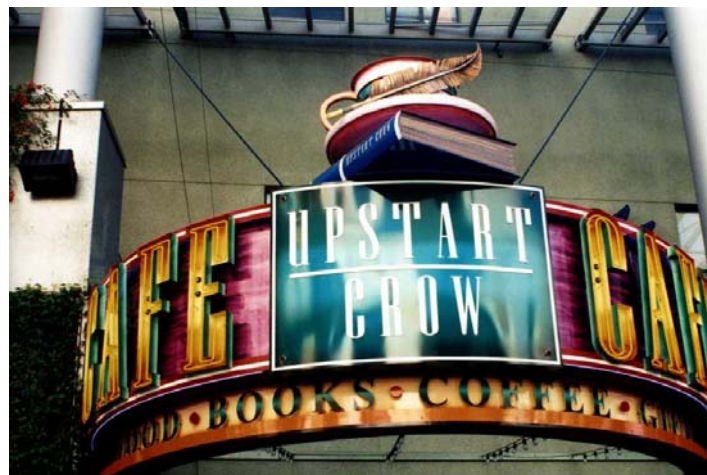
**B. General Guidelines****1. Color**

Color is one of the most important aspects of visual communication. It can be used to catch the eye or to communicate ideas or feelings. Too many colors used simultaneously can confuse and negate the message of a sign. Even the most carefully planned sign may look unattractive due to poor color selection.

- a. Limit the total number of colors used in any one sign to three. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors decreases readability.
- b. Bright day-glo (fluorescent) colors are discouraged as they are distracting and do not usually blend well with other background colors.
- c. Sign colors should complement the colors used on the primary structures and the project as a whole.



*This sign lacks contrasting colors.*



*Too many colors can be confusing.*

## 2. Materials

- a. Sign materials should be compatible with the building facade upon which they are placed.
- b. High-density pre-formed foam or similar material is permitted. New materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.
- c. Wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained) signs are encouraged.



*Sign carved from wood.*



*Sign made of metal.*

- d. Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion) signs are permitted.
- e. Selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- f. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. Paper and cloth signs are appropriate for interior temporary use only.



### 3. Sign Legibility

- a. An effective sign should do more than attract attention, it should communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.
- b. Limit the number of lettering styles to two in order to increase legibility.
- c. Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are difficult to read reduce the sign's ability to communicate.
- d. Avoid faddish or bizarre typefaces if they are difficult to read.
- e. Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.



*Avoid faddish or bizarre typefaces.*



*The use of simple lettering styles is encouraged.*

#### 4. Sign Illumination

- a. The way in which a sign is to be illuminated should be considered carefully. Like color, illumination has considerable value for visual communication. Consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. Often, nearby streetlights provide ample illumination of a sign after dark.
- b. If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture.



*Backlit letter signs are encouraged.*



*Indirect lighting on signs is encouraged.*

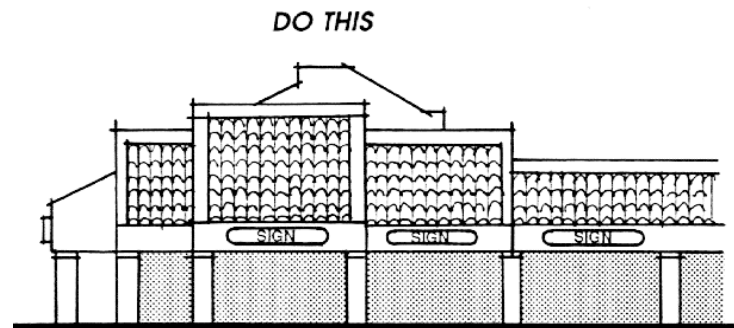
- c. Whenever indirect lighting fixtures are used, care should be taken to properly shield the light source to prevent glare from spilling over into residential areas.
- d. Individually illuminated letters, either internally illuminated or back-lighted solid letters (reverse channel), are a preferred alternative to internally illuminated plastic cabinet signs. Signs comprised of individual letters are better integrated with the structure.

**5. Placement**

- a. Sign placement shall conform with any sign guidelines established by the City of Goodyear's Development Standards.
- b. Signs shall not project above the edge of the rooflines and should not obstruct windows and/or doorways.
- c. Signs used for business identification on the primary business frontage should be affixed to wall, or placed within a landscaped area near entrance.
- d. The placement of signs within a commercial center should be consistent throughout. The best location is generally where an architectural feature suggests a location.



*Do not place signs in between the roofline of a building.*



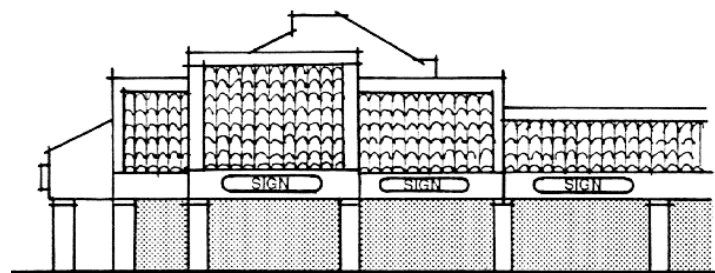
*Employ a consistent sign pattern.*

**C. Wall Signs**

- a. All wall signs should not project from the surface upon which they are attached more than required for construction purposes and in no case more than 12 inches.
- b. A wall sign should be located where architectural features or details suggest a location, size or shape for the sign. The best location for a wall sign is generally a band or blank area between the first and second floors of a building. Signs should not be placed to obstruct any portion of a window, doorway, transom, or other architectural detail.
- c. New wall signs in a shopping center should be placed consistent with sign locations on adjacent buildings.
- d. Lettering should not occupy more than 75 percent of the area where the sign is placed to avoid a cluttered look.
- e. Indirect lighting is preferred over internal illumination.
- f. Wall signs should not project above the edge of the roof or outside the walls of a structure.



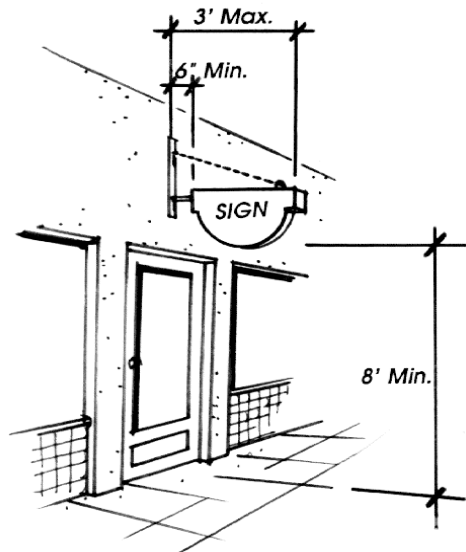
*Good example of a wall sign.*



*A wall sign should be located where architectural details suggest a location.*

**D. Projecting Signs**

- a. On a multistoried building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be suspended in line with the lowest point of the roof
- b. It is recommended that the distance between projecting signs be at least 30 feet for maximum visibility.



- c. Projecting signs should be constructed of metal, wood or fiberglass made to look like metal or wood. Plastic projecting signs are strongly discouraged, except as part of a creative sign.
- d. The maximum allowable sign area should be 10 square feet. The text, copy, or logo face should not exceed 75 percent of the sign face of a projecting sign.
- e. External illumination of projecting signs is encouraged. Internal illumination of a projecting sign is discouraged, except as a part of a creative sign.
- f. The sign should be hung at a 90° angle from the face of the building. It should be pinned at least 6 inches away from the wall for best visibility but should not project beyond a vertical plane set 2 feet inside the curb line. The bottom of the sign should maintain at least 8 feet pedestrian clearance from the sidewalk level.
- g. Decorative iron and wood brackets that support projecting signs are strongly encouraged. The lines of the brackets should harmonize with the design and scale of the sign.



**E. Window Signs**

- a. The text or sign copy of a window sign should be limited to the business name and brief messages identifying the type of product or service (e.g., “maternity wear” or “surf accessories”) or pertinent information (e.g., “reservations required”).
- b. Window signs (permanent or temporary) should not cover more than 25 percent of the area of each window, if they are separate solid letters. Solid block signs are limited to 20 percent of the window area.



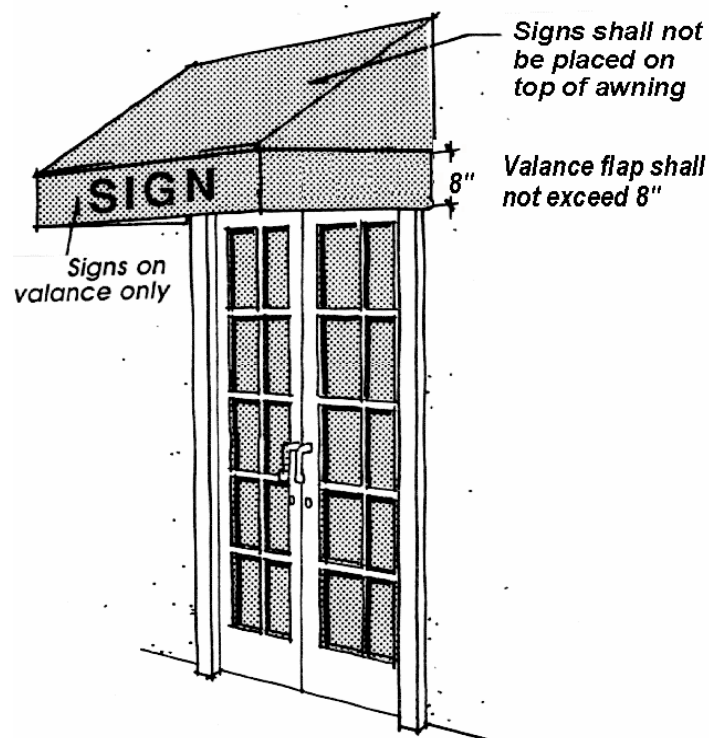
*Window signs should not cover more than 25 percent of the window area.*

- c. Window signs should be limited to individual letters placed on the interior surface of the window and intended to be viewed from outside. White, black or gold leaf paint are the recommended colors. Glass-mounted graphic logos may be applied by silk screening or pre-spaced vinyl die-cut forms.

**F. Awning Signs**

- a. Signs on awnings should only be located on first-and second-story building frontages, including those fronting a parking lot or pedestrian way.
- b. The text copy is limited to the name of the business only and is to be located only on the fabric valance flap of the awning.
- c. No structural element of an awning or canopy should be located less than eight feet above finished grade.
- d. The shape, design, and color of fabric awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.
- e. Awnings should not be internally illuminated except as part of a permitted creative sign. Backlit internally illuminated awnings are discouraged.
- f. Sign or logo should not occupy more than 60% of the awning valance or the bottom 10 inches of the awning if a valance is not present.

- g. Awning signs should be regularly cleaned and kept free of dust and visible defects.



*The sign is limited to the valance flap of the awning only.*

**G. Figurative Signs**

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified in this chapter.



*A unique figurative sign.*



*An example of a figurative sign.*

**H. Freestanding Monument Signs**

- a. All freestanding signs should be monument type (on ground). Pole or pylon signs are strongly discouraged except along freeway frontage.
- b. Freestanding monument signs should be placed perpendicular to the street.
- c. Freestanding monument signs should be placed so that sight lines at entry driveways do not obstruct visibility.
- d. Solid architectural sign bases and sides are encouraged. Each sign should incorporate a base, which is a minimum of 2 feet high. The materials should match an architectural element of the development it serves.
- e. Each freestanding monument sign should be surrounded by landscaping, which extends a minimum of 2 feet in all directions beyond the base of the sign.
- f. Lighting of freestanding monument signs should be confined to the sign. Minimize the amount of spillover light onto surrounding areas.



*Freestanding monument signs surrounded by landscaping are encouraged.*



*Encourage well-designed freestanding monument signs.*